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JUL 7 1954



SIDNEY O. CHASE, JR.
President Growers & Shippers
League of Florida,
member of family of pioneer citrus
factors

STACKS

This
Month

Citrus Insect Control For July, 1954
Grove Records And Their Value
Present Status Of Processing Acid Fruit In Florida
Florida Citrus Mutual — A Citrus Growers Organization
Growers And Shippers League Of Florida — Part II
New Lime "Superconcentrate" Developed By USDA Laboratory
Florida Citrus Mutual Holds Annual Meeting

Vol. 35, No. 7

Bartow, Florida

July, 1954

Grove Records And Their Value

Grove records are just a lot of jumbled-up figures to many growers. Properly kept and properly interpreted records have many valuable meanings.

Too many records contain only financial data, kept chiefly for making income tax reports. These and other financial reports are highly important. However, quantitative data are more important in grove management than financial data only. The financial part of the record should be incidental to the more important part.

The objection to grove records has been made that the financial part of them is very depressing particularly after a bad season. This is often true but the quantitative and timing data should be used to prevent these "depressing seasons" from coming too frequently.

Of course care must be taken to properly interpret data studied. Wrong conclusions must not be drawn from such study.

Some of us just don't like to have anything to do with records and figures. We appear to be either im-



ZACH SAVAGE
ASSO. AGRICULTURAL ECONOMIST
AGRI. EXP. STATION
AT LAKE PLACID CITRUS INST.

mune or allergic to such.

Nevertheless, we should keep records and study them to learn where improvements can be made. Im-

provements as to timing grove operations. Improvements in evaluating any benefits from the practice of irrigation. Improvements in soil management and fertilizer use. Improvement of fruit yield. Improvements in getting highest possible prices for fruit. Improvements in eliminating vacancies in the grove and eliminating permanently poor producing trees.

A good place to begin is with a detailed grove inventory. Prepare a grove chart on cross section paper showing each and every tree. Use symbols to indicate variety and age of tree. Then within the variety and age indicate (1) good trees, (2) trees needing and worth special attention, and (3) trees that should be replaced. Replacements should be with the very best nursery-stock available. Vacancies should be non-existent in every grove.

In short, we should endeavor to get the facts concerning citrus in our own particular grove or groves. Two groves are never exactly the same, so that records kept on one

(Continued on page 8)

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Jacksonville, Florida



R. M. Pratt

Cirtus Insect Control



K. B. Johnson

For July
1954

W. L. THOMPSON,
R. M. PRATT
R. B. JOHNSON*
Florida Citrus Experiment
Station, Lake Alfred



W. L. Thompson

Purple scale infestations have been increasing rapidly since early April and the present level is the highest in four seasons. The summer peak of activity will probably be reached about mid-July, and infestations are expected to be very high at that time. Where a summer scalecide has not been applied, the application should be made as soon as possible.

Red scale activity increased sharply during June but populations are still not particularly high except in a few groves. While there will be some further increase during July, the level reached is not expected to be unusually high.

A sharp increase in purple mite occurred during June and the average infestation is now high although it is not abnormally high for this time of year. The peak will probably be reached early in July, and will be several weeks later than usual.

Rust mite infestations have been increasing on both leaves and young fruit during the past month and some early injury to fruits is being observed. The increasing trend is expected to continue through July.

Six-spotted mite infestations were never severe this spring except in a few cases, but those few infestations which occurred have been more persistent than usual. The peak of mealybug infestations was reached late in June. While a few could be found in most groves, heavy infestations were rare. Whitefly infestations are normal and the peak of emergence was reached late in June. Timely scalecide applications will also control whitefly.

SPRAY PROGRAM

July is the month when a majority of the acreage is to be sprayed for scale control. Each year there are certain complications in individual groves where the regular program

may have to be modified. This year some groves set a very light early crop of fruit and later a fairly good crop of late bloom fruit. This has resulted in inquiries about using copper to protect the late bloom fruit from melanose, and in the case of Temples, from scab. If the early fruit or late fruit for that matter, is more or less free of melanose then the copper can be included but July applications of copper-oil have caused severe star melanose where the fruit was infested with melanose before the copper application. A copper-oil combination will cause more severe star melanose than a copper-wettable sulfur-parathion combination. Do not neglect to treat with a scalecide this summer in groves where a post-bloom scalecide was applied because a spring application seldom controls scale for the year.

Rust mites at this time of the year, can increase from a very low level to a high level within a period of ten days to two weeks. If the infestation is above 5 percent, then the grove should be sprayed with sulfur before an oil application but if parathion is used, the wettable sulfur can be combined with that material. A period of two to three weeks should elapse before an oil spray follows sulfur or at least two inches of rainfall should intervene. It is advisable to use wettable sulfur or dusting sulfur if the oil spray is to follow within a short time because these will be washed off the tree sooner than lime-sulfur.

Scale Control: There are several factors to be considered in the control of scale insects. Correct timing is important from the standpoint of control as well as for fruit quality. During the first half of July, a high percentage of purple and red scale will be in the younger stages so in heavily infested groves the scalecides should be applied during the first half of July. Fruit quality is also an important item in the overall program. If parathion is used, timing is not important in relation to solids

since it does not adversely effect them but where oil is to be used it should be applied before July 15th. Since two oil sprays affect the solids more than one application, the second oil spray should be applied in the summer as soon as it is possible. Where solids are a factor and purple mites are present, a combination of 0.7% oil plus 1 pound of parathion is satisfactory for scale and purple mite control. However, 0.7% of oil will effect solids to a certain extent but not as much as the 1.3% oil. The generally recommended concentration of scalecides are, either a 1.3% oil or parathion at 1 2-3 pounds plus 5 to 8 pounds of wettable sulfur per 100 gallons. If oil is to be used on tangerines it is advisable to use 1% oil emulsion.

Black scale can be controlled with either oil emulsion or parathion. For satisfactory control it is essential to make the application at the peak of young stages.

Whiteflies: The peak emergence of whitefly adults is over, so a very high percentage of the larvae are in the younger stages and can be killed with either oil or parathion by thoroughly spraying the under surfaces of the leaves. Usually whitefly control is incidental to scale control.

Mealybugs can be reduced with a thorough application of parathion. Since the mealybugs are now massed between the fruit hanging in clusters and on fruit stems, the control may not be as satisfactory as with earlier applications.

Purple mites: Where oil or a combination of oil and parathion are used for scale control, the mites will also be controlled. If oil is not used, either ovex or aramine can be used where purple mite control is advisable.

Rust mites: Close checking of rust mites should be practiced through July, especially where no sulfur sprays have been applied for the

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*Written June 25, 1954. Reports of surveys by Harold Holtsberg, Cocoa; J. W. Davis, Tavares; K. G. Townsend, Tampa; J. B. Weeks, Avon Park; and T. B. Hallam, Lake Alfred.

Revised Standard For Grapefruit Proposed By USDA

A revision of the existing "U. S. Standards for Grapefruit", for Texas and States other than Florida, California and Arizona, has been proposed by the U. S. Department of Agriculture. The present standards have been in effect since November 15, 1949.

The proposed revision of the standards was developed at the request of the Texas citrus industry to provide grade requirements which are better adapted to the characteristics of Texas-grown grapefruit. Prior to 1952 the existing standards were also applicable to Florida. Because of the wide variation of fruit characteristics between Florida and Texas fruit, separate standards were issued for Florida grapefruit in 1952. Grade requirements in the proposed revision of the standards are based on the characteristics of Texas grapefruit.

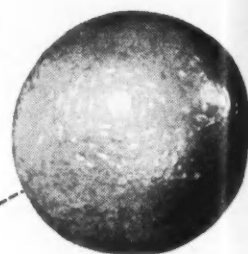
Principal changes in the proposed revision include the deletion of U.S. No. 1 Golden, U.S. No. 1 Russet, U.S. Combination Russet and U.S. No. 28 Bright grades and the addition of U. S. No. 3 grade. The requirements for U. S. No. 1 Bronze grade have been changed to include fruit of the present U. S. No. 1 Golden grade. Size of packages under the application of tolerances has been reduced from 25 to 10 pounds in restricting the tolerances in individual packages, and 45, 56, 72 and 125 pack sizes have been added to provide diameter ranges for these sizes.

In addition some grade terms and many definitions of damage and serious damage for grade factors have been re-defined to make the standards more comprehensive and better adapted to Texas grapefruit.

Comments on the proposed standards may be sent to the Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C., not later than July 5, 1954.

The lychee, a sub-tropical fruit tree believed to be native to southern China, where it has been cultivated for thousands of years, is reported as having borne fruit at Sanford, in Seminole County, Florida, as early as 1833.

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The most effective way to supply magnesium is in soluble form in your fertilizer. That's why so many leading manufacturers regularly include *Sul-Po-Mag* in the grades they make for citrus growers. *Sul-Po-Mag*, produced only by the *Potash Division*, is a properly balanced combination of *sulfate of potash* and *sulfate of magnesium*, both water soluble and readily available to your trees.

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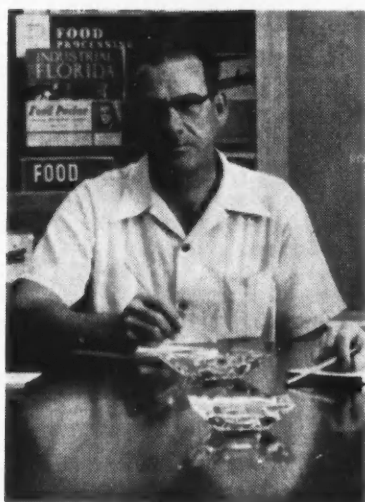
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Present Status Of Processing Acid Fruits In Florida

W. R. ROY
DIRECTOR OF RESEARCH
MINUTE MAID CORPORATION
AT LAKE PLACID CITRUS
INSTITUTE



W. R. ROY

something over 6 million gallons and a production of about 12 million gallons of frozen concentrated lemonade seems to be the indicated volume which will be produced this current year. A small portion of this production has been made in Florida. The bulk of it has come from California. This is very easily

understood when it is realized that there were produced in California annually for about the last ten years, some 12 million boxes of lemons. It might be worth mentioning that the standard lemon box from California is a 79-pound (2) box. I have been unable to find any figures representing production of lemons in Florida, but there are relatively few lemon groves in this state; most of the lemon trees are dooryard trees. Lemon production in Florida is estimated at less than 100,000 boxes. Thus, even in Florida producers wished to produce concentrated lemonade in quantity, there are not enough lemons grown in this state, at this time, to furnish sufficient fruit for a very large pack.

Frozen Limeade

The situation is reversed in the case of limes. While lime production in the state of Florida is still on a rather small scale, it is many-fold that of California. In 1953, 320,000 boxes of limes were produced. Production of limeade concentrate in Florida followed the appearance of concentrated lemonade by one season. Last year, 1952-53, only about 750,000 cases of concentrated limeade were produced. This is the equivalent of slightly over 800,000 gallons of the product. It is doubtful that the production of limeade concentrate will ever equal that of

(Continued on Page 13)

The popularity of frozen concentrates of orange, grapefruit, tangerine and blends has led to the development and acceptance of similar products which reconstitute to tastes of the acid fruits. It has been said that the success of the frozen concentrates is because of the natural laziness of the American housewife. While this statement might be subject to some criticism because of its crude nature, it is quite evident that ease of handling and reconstitution of the various concentrated citrus products in the home has been one of the major factors contributing to the widespread acceptance of these products.

Frozen Lemonade

The frozen ades of the acid fruits followed the introduction of the frozen concentrated juices by some four years. The first such product to appear on the market was produced in California in the 1949-50 season and was marketed in a six-ounce can which reconstituted by the addition of four cans of water to make a quart of lemonade. In the first year of its manufacture (1949-50) California produced 1,702,209 gallons of frozen lemonade concentrate. In the 1950-51 season there were produced 2,666,778 gallons; in 1951-52 this figure rose to 5,750,000 gallons; and in 1952-53, 8,628,295 gallons (1) were produced. In the 1953-54 season the production to May 1, 1954 was



Herb Mosher

(Concluding Installment)

Sidney O. Chase, Jr. of Sanford, was re-elected president of Growers & Shippers League of Florida at the annual meeting in Orlando, June 10. This means that Mr. Chase is serving as president for the second year. While the league is serving the industry for its 32nd year.

The June 10 sessions were held in the air conditioned Orange Court Hotel, at Orlando—and it just happened to be a very hot day outside. So the air conditioning came in mighty handy for the record attendance of league members and guests.

During the afternoon the Chase Bag Company entertained at a cocktail party in "room 100" and needless to say this added to the gaiety of the occasion. Dozens of friends met pleasantly at this party to swap yarns and to renew old acquaintances.

The annual banquet in the very large, air conditioned hotel dining room was marked by a fine roast beef dinner with all the trimmings. After the delicious food there were speeches, followed by the annual election.

All of the officers were re-elected enthusiastically. Besides Mr. Chase (re-elected as president) the voters picked R. D. Robinson as treasurer; R. V. Phillips, Phil C. Peters and J. C. Hutchison as vice presidents, R. D. Keene, chairman of the board; Mrs. Jane B. Hunter, assistant secretary—assistant treasurer. Gordon C. Stedman was re-named secretary-manager.

Among committees chosen were:

EXECUTIVE COMMITTEE

John G. Ariko	John T. Lesley
Russell A. Barr	D. L. McKinnon
J. R. Bynum	Claud C. Mershon
M. H. Hemenway	Ralph L. Miller
Raymond F. Johnson	W. H. Mouser
R. D. Keene	W. C. Pedersen
Kurt Krause	C. C. Rathburn
	John G. Welsh

CITRUS TRAFFIC COMMITTEE

K. O. Winjum, Chairman
L. F. Cotter
H. C. Gettier
W. V. Morgan
R. V. Phillips

Growers And Shippers League Of Florida

By Herb Mosher

PART II

D. L. Harper
W. H. Holloway

Frank W. Talbott
J. E. Wathen
H. S. Weber

Presidents Address

In his president's address, Mr. Chase reviewed past achievements of the league, pointed to new problems which must be solved. Here are excerpts from his address:-

"Transportation costs represent a very important and large percentage of our marketing expense, as each of you well know, and since all costs have been increasing so rapidly it is extremely important that every effort be made to reduce to the extent possible any of these costs if this industry is to continue to expand and be competitive with other producing areas in this country."

"This has been one of the busiest years in the history of the Growers and Shippers League, and to mention just a few problems that have been handled or are still under active handling I bring to your attention the Unloading Case at New York and Philadelphia, which has been argued in the United States Supreme Court - the unreasonably high percentage increase in refrigeration charges that the rail carriers seek authority to publish amounting to thirty percent - providing adequate and efficient transportation for that relatively new commodity, frozen citrus concentrate - a reasonable and simplified publication of rates applying to shipment of processed citrus and fresh citrus and the preservation of a mode of carriage that has proven to be efficient and economical, providing a flexibility importantly needed in the transportation of perishable food commodities which would be seriously impaired if the Interstate Commerce Commission's leasing rules and regulations were made effective."

"These are some of the more important matters that have been handled and I will not attempt to take them all up in detail, but I would like to point out in the refrigeration case the serious need for a closer working understanding of the trans-

portation problem as it affects the vegetable industry of Florida."

"The work involved in preparing for a case of this kind is tremendous. Just as one example, I might mention that the League secured the icing records on over 1,100 cars of fresh citrus fruit, frozen citrus concentrate and vegetables and then proceeded to apply the railroads stated increased costs, using the formula they submitted at the original hearings, and this took hundreds of hours of work in our office."

"This behind the scene work does not appear during the course of a hearing or in the introduction of the final exhibit, resulting from this behind the scene work, for it is submitted in a very short period of time."

"This, as I have stated, is only one of the many such studies and computations that are being made, and again establishes the need for a strong organization that is capable of analyzing and developing the statistical information that will assist the Interstate Commerce Commission in arriving at a reasonable decision as to the actual needs of the carriers, yet protecting the shipping public."

"Many, if not all of you, are familiar with the proceedings before the Interstate Commerce Commission involving the Commission's proposed rules for the lease and interchange of motor carrier equipment. This has been a long proceeding, starting back in 1948, and has been carried through the Supreme Court. You will hear more about this from your Secretary."

"Over the past years I have been keenly aware of the close working relations of the League's staff with the officers and committees of the Florida Cannery Association, and of the splendid cooperation of the Commission and General Manager of the Florida Citrus Commission, but this year I have found it possible to become directly interested as President of the League, and I must say that it is eye-opening to see the attention given to the transportation problems and the careful thought and study first given

before determining a course of action."

"To the Chairman of the Transportation Advisory Council, Kurt Krause, to Russell Barr, Chairman of the Frozan Citrus Concentrate Transportation Advisory Committee, to President Miller and Secretary Rathburn I extend our thanks and congratulations for doing a splendid job, and to General Manager, Bob Evans, and the entire Commission for their understanding and always helpful cooperation, and I again take this opportunity of recognizing the assistance and help of the Florida Fruit and Vegetable Association and their officers, and Manager, Traffic Division, James Duncan. It is my belief that as time goes on an even closer working relation will be accomplished, which will assure transportation benefits for the vegetable industry of Florida."

"We have representing the League a two man team recognized throughout the United States as outstanding in handling traffic matters pertaining to fruits and vegetables—to Gordon Stedman and Maxwell Wells go my sincere appreciation for a year's work well done."

Secretary's Report

In his annual report to members Secretary-Manager Gordon C. Stedman paused briefly to point out that the 1954 session was "the largest in the history of the League's annual meetings." He ascribed this to "a growing interest in the League's activities and an added realization of the importance of transportation."

Mr. Stedman then launched into a review of transportation problems, past, present and future. Here are excerpts from his address:

"At our last annual meeting I suggested that the transportation problem was perhaps the greatest that this industry had been faced with. I also said that we had four major issues; the railroads' and Railway Express Agency's increased rate cases, the unloading charges at New York and Philadelphia, and leasing rules prescribed by the Interstate Commerce Commission."

"Two of those issues have been concluded - the railroads' and the Railway Express Agency's increased rate cases. However, with respect to the railroads rather than having an increased freight rate case, we have a 30% increase refrigeration charge case. It seems that we get rid of one and at least one more pops up."

"The issue of unloading charges at New York and Philadelphia was not concluded as a result of carrying this matter to what usually is the

final recourse - the Supreme Court. The League and on behalf of the Florida Citrus Commission and jointly with other interested parties throughout the U. A. carried the unloading case to the Supreme Court. I am not going to review the procedures that we have gone through since 1947, for we have reported to you at each annual meeting



GORDON STEDMAN
SECRETARY-MANAGER
GROWERS & SHIPPERS LEAGUE

on the status of the matter at that particular time."

"June 7th, the Supreme Court handed down its decision, and in our opinion has taken the Interstate Commerce Commission to task. I would like to quote a few excerpts from the Court's decision. We have been expressing the same view since the question of unloading charges at New York and Philadelphia were first suggested.

The Court's View

"It is their contention rather that at these particular points the unloading is an essential part of delivery in that without it, the goods are not accessible to the consignees; that therefore the line-haul rate encompasses the unloading; and, finally, that a service covered by the line-haul rate cannot be separately compensated unless the carriers show that the line-haul rate is inadequate to cover it."

"These are claims that must be met, and the real question before us is whether the Commission has met them with an adequacy that satisfies the requirements of judicial review, limited though its

scope may be. With respect to New York, the Commission's findings clearly show that since the consignees were not permitted to do their own unloading, the goods were not accessible to them until unloaded by the carriers."

"Moreover, prior cases of the Commission dealing with the New York terminal have indicated that the unloading cost there is an integral part of the through rate."

"Yet the court below attributed to the Commission findings that 'the line haul service terminated when the cars reached the pier station,' and that 'unloading is an additional service, wholly distinct from delivery.' But the findings of the Commission, taken as a whole, do not support these statements."

"Prior cases where the Commission has sustained the imposition of unloading charges do not serve as useful precedents here. In those cases, there was an absence of circumstances to justify deviation from the normal rule that unloading is not part of delivery, and therefore the Commission was warranted in concluding that the carrier might impose a separate charge for the unloading where the consignee requested it. Here, however, because of the peculiar conditions prevailing at the New York piers, the unloading is an essential part of the delivery and hence necessarily encompassed in the line haul. Instead of treating this situation on its own merits, the Commission appears to have relied too much on prior decisions dealing with the problem of unloading charges in different contexts."

"While the normal course for the Commission in dealing with a situation like the present would have been to re-examine the sufficiency of the line-haul rate, or to initiate a new division of the existing line-haul rate, the Commission was not precluded from following a procedure fairly adapted to the unique circumstances of this case."

"The Commission has not adequately explained its departure from prior norms and has not sufficiently spelled out the legal basis of its decision. We do not know whether the Commission has disregarded its own findings that the unloading here is a prerequisite to delivery of the goods; or whether, in order to meet an unusual situation the Commission

has modified the normal doctrine that delivery is the responsibility of the carrier, or whether the Commission, for a reason not made explicit, has here deemed irrelevant the prevailing rule of its prior cases that a service necessarily encompassed by the line-haul rate cannot be separately restated without examining the sufficiency of the line-haul rate to cover it. In short, the Commission has not explained its decision with the simplicity and clearness through which a halting impression ripens into reasonable certitude."

"The judgment is vacated, and the cases are ordered to be remanded to the Commission for further proceedings not inconsistent with this opinion."

"The Chief Justice, Mr. Justice Black, and Mr. Justice Douglas would hold the Commission's order invalid and enjoin its enforcement on the ground that the Commission failed to determine the reasonableness of the railroads' line-haul rates on the basis of increased unloading rates allowed by the Commission."

"Associations in California, Texas, the Northwest - Port of New York Authority, City of New York and the National groups, were all in this case and assisted in the preparation. It is a real compliment to your counsel Maxwell Wells that the entire group unanimously decided he was best qualified to handle the argument before the Supreme Court and as usual his presentation was outstanding."

"President Chase has commented on the refrigeration case, if granted, those increased refrigeration charges will cost the Florida citrus and vegetable industries two and a half million dollars. It is a very difficult type of case - it involves a great deal of searching and computation work and I would hate to say how many different computations and sets of figures relating to this particular problem that Maxwell Wells, has made, but I am very well acquainted with the detailed analysis he has made and that has been made in our office."

"It was mentioned that we had secured the icing records of over 1,100 cars. We believe that the analysis which we have and are making with regard to those icing records will not be a bit helpful to the railroads' case. For instance, on 67 cars shipped under standard refrigeration we find this result. We have applied

to the 67 cars the railroads' increased formula cost presented in their original exhibits, and we find that their loss was only 2.65 percent and not 30 percent."

"To assist in handling this case we have employed Mr. F. L. Sharp of Washington, D. C. as a consultant. Mr. Sharp was an examiner with the Interstate Commerce Commission until he retired a few years ago and heard the two important refrigeration cases which resulted in the present charges - increased in accordance with the Commission's orders in the Ex Parte proceedings."

"We have also joined with other interested parties and have secured the services of a well qualified cost accountant to analyze the railroads' cost figures."

"I believe the testimony and exhibits presented by Wray Turner and Tom Haile at the Orlando hearings as a result of applying the railroads' cost formula to actual car icing records to a considerable extent caused the railroads to give further consideration to the evidence that they had submitted resulting in revision of their exhibits, which revised exhibits have just been received."

"We have several more exhibits to submit in this case and a great deal more work to do. There is no need to pursue this subject further because we do not at this time know what to tell you, except that another hearing now has been set for Washington, D. C. beginning October 12."

"There should be and there is a wide area for exploratory thinking to develop more efficient and economical use of this country's transportation facilities, but it appears too often that we are on a detour from progress."

"In my opinion one of those detours are the leasing rules which the Interstate Commerce Commission has proposed and which we have opposed since 1948. We have discussed this at each annual meeting since then and the problem is still squarely in our lap. Our position has been maintained unchanged. The Commission has had several changes of heart and principally because of the actions we have taken in Congress."

"House Bill, H.R. 3203, would specifically prohibit the Commission from issuing any rules or regulations with respect to the duration of a lease. This bill was passed by a tremendous majority in the House. It has run into difficulties in the Senate and I do not wish to berate Senator Bricker, the Chairman of the Com-

mittee on Interstate and Foreign Commerce but he, above all, appears to be the fly in the ointment."

"These actions in the House and Senate caused the Interstate Commerce Commission to amend their proposed rules several times. They suggest now that the agricultural situation is taken care of. We believe the amended rules are ambiguous and we cannot read into them what the Commission states they mean."

President Chase has already voiced our appreciation for their splendid cooperation to the President and Secretary of the Florida Cannery Association, members of the Florida Citrus Commission and General Manager, Bob Evans, and to the Chairman of the processed citrus committees, but I must also take this opportunity of extending my sincere thanks to each and everyone of you and I must also again express my appreciation to the members of the Florida Railroad and Public Utilities Public Utilities Commission attorneys Lewis Petteway and Bob Patterson, and to our ever reliable Fred Pettijohn, who is giving our attorney, Maxwell Wells, some very able assistance in our refrigeration case - and it is again a privilege and a real pleasure to call to your attention the excellent work being done for you by your Assistant Secretary, Mrs. Jane Hunter, your Traffic Manager, Tom Haile, and your Rate Analyst, Wray Turner, and last but not least of our office personnel, Mary Jane Lawler. And I wish to pay special tribute to Sidney Chase. While Treasurer of the Association he was rather close to the operation, but he got a great deal closer during this last year and he has been right on the spot to confer with us at all times. It is always pleasing to anyone when they secure the wholehearted assistance from those with whom they work and I have enjoyed that pleasure."

GROVE RECORDS AND THEIR VALUE

(Continued from Page 2)

grove will not suffice for any other grove.

We should try to learn causes and results in grove operations. Then we should operate the causes for the best results.

Application of 5 percent chlordane dust to the nests and on the ground within a radius of two feet of the nests will control ants in gardens and lawns.

Florida Citrus Mutual . . .

A Citrus Grower's Organization

Florida Citrus Mutual is a citrus grower's organization. In order to be eligible for membership in Mutual, a person must be a citrus grower. It is true that Mutual has contracts with the handlers but the handlers are not members of Mutual. Those contracts relate to the handling of citrus fruit produced by the members of Mutual and do not purport to give the handlers membership in Mutual.

Mutual is designed to fill any need of the citrus growers which not being met by any other agency. We recognize that the advertising and promotion of sales of citrus is the function of the Florida Citrus Commission primarily and we enter into that field only in instances where the commission cannot or does not function because of restrictions of law or for other reasons. Our relations with the commission have been harmonious in every way. As an example of our cooperation, the commission maintains dealer service men who work with the retail dealers. Mutual maintains terminal market representatives who work with the wholesale dealers. The representatives of the commission and the representatives of Mutual work together for the good of the industry.

While Mutual is strictly a growers' organization, we recognize there are many ways in which we can work with the other segments of the citrus industry for the benefit of the industry as a whole. Everyone connected with the citrus industry desires to bring back into Florida as much money as possible for our citrus fruit and citrus products and naturally Mutual works with the other segments of the industry toward that end.

Mutual recognizes that the amount received for our citrus fruit and citrus products is governed by the law of supply and demand and we try to work in harmony with that law. It is not possible to control the supply of citrus fruit and citrus products without governmental regimentation which would be very distasteful to the industry.

Mutual has supported efforts to amend the Federal Marketing act so as to permit a marketing agreement that would regulate grape-

fruit to be used for processing. Of course, such regulations could deal with volume but they could also deal with the quality of grapefruit to be used for processing purposes. If such regulations simply limited the volume of grapefruit to be used for processing in Florida, then it is

siderably more citrus fruit has been exported than would have been the case had Mutual not been active in this field.

Adjustment Program

Mutual has promoted what it calls a supply adjustment program for fresh fruit. We have not attempted to make it compulsory on anyone. It is simply a marketing information service. The staff of Mutual attempts to determine how much citrus fruit the market can take during a given week and then advises the industry generally of such determination and also informs each handler as to what his proportion should be of the fruit to be moved, as determined by the movement of fruit in some base period in the past. This service is purely a matter of information and is designed to secure the orderly movement of the crop and is not designed to withhold any fruit from the market on a seasonal basis. On a seasonal basis there is very little that Mutual can do with the supply end of the law of supply and demand. Therefore, the greatest efforts of Mutual and of the industry are concentrated on trying to increase the demand for citrus fruit and citrus products.

Mutual believes that advertising and promotion of citrus fruit and citrus products pays great dividends. We believe, however, that in order to obtain the maximum benefits from advertising and promotion, we must maintain the highest quality standards that are possible for our fruit and fruit products. To this end, Mutual is cooperating in trying to work out better standards of quality for grapefruit and grapefruit products. We are working with other organizations in the industry to try to secure an amendment of the federal regulations relating to grapefruit products that will make such products more acceptable to the consumer. We are also studying the possibility of improving the quality of such grapefruit products through state legislation.

While Mutual works with the other segments of the industry in trying to bring back into Florida as much money as possible for our citrus fruit and citrus products

(Continued on page 12)



PERRY MURRAY
PRESIDENT FLORIDA CITRUS
MUTUAL

AT LAKE PLACID CITRUS
INSTITUTE

possible and very probable that Texas would simply step in and furnish the volume that we in Florida had withheld from the market. I do not believe that volume control alone is the answer but I do think that proper regulation of the quality of the fruit for processing would be very helpful.

In promoting the sale of citrus fruit and citrus products, Mutual has succeeded, through its dispenser program, in greatly increasing the use of citrus and citrus products in the Navy and the other armed forces and has opened up many factories and industrial plants to citrus juice dispensers. Through exhibits and dioramas at various fairs and expositions, we have also promoted the greater use of dispensers for citrus juices. Through our export department we have facilitated the export of citrus fruits and citrus products and we believe that con-



Control Citrus Insects With **THIOPHOS® PARATHION**

IN ORDER to keep citrus trees in a vigorous condition producing the maximum amount of quality fruit, insect populations must be kept at a low level at all times during the year.

Insects such as purple scale, Florida red scale, snow scale, white fly, mealybug, rust mite and citrus red or purple mite, inflict heavy damage to trees and fruit if populations are not controlled. THIOPHOS Parathion offers the grower protection from these pests the year round.

With previously used materials, tree injury has often occurred when cold weather followed spray application or when spraying was done during drought periods. Parathion reduces this possibility to a minimum. No insecticides should be applied to trees when they are actually in a wilted condition.

These Insects Mean Trouble . . .

Purple scale is the most important pest that attacks citrus in Florida. It infests the fruit, leaves, twigs, and limbs, causing fruit drop, down grading of fruit, leaf drop, dead wood and subsequent lowered production.

Florida red scale, another important pest, attacks the fruit and leaves, causing off-grades of fruit, leaf drop, dead wood and general weakening of tree condition. This results in lowered production the following year.

Snow scale infests twigs, limbs, and trunks of trees primarily, but sometimes infests leaves, causing a general weakening of tree, dead wood and low fruit production.

White flies feed on under surface of leaves but do not attack fruit and limbs. The immature forms excrete a substance

known as honeydew, and in it grows the fungus called sooty mold. This sooty mold often causes down grading of fruit, prevents the normal function of leaves and creates a condition favorable to development of purple scale. The real damage, however, is the young stages of white flies sucking sap from leaves, causing them to turn yellow and, in general, weakening the tree. Result: lowered fruit production the next year.

Mealybugs feed on fruit, leaves and young twigs. Injury is primarily to fruit, causing much of it to drop. After the crop is set, mealybugs will feed under the calyx or button of fruit



causing the stem to become weakened and fruit to drop. They are extremely hard to control when allowed to get under the calyx. High air pressure helps in breaking up masses and results in better control.

Scientific research and extensive use have proved THIOPHOS Parathion is one of the most effective insecticides against these pests.

Parathion Does Not Lower Soluble Solids or Retard Degreening

We have reached the time of year when growers must be especially cautious in making insecticide applications if they are to get maximum solids and color in fruit.

Why take a loss? Control insects with parathion and be assured of maximum solids and color in fruit.

There are numerous other advantages in using parathion for control of citrus insects.

Sulfur can be used with parathion for the combined control of rust mite and scale. This alone may save the grower money by combining two operations.

Parathion-protected trees remain in a healthy, more vigorous condition. There is less shock, less leaf drop and less dead wood.

Damaging insect infestations can be controlled at any time of year with parathion.

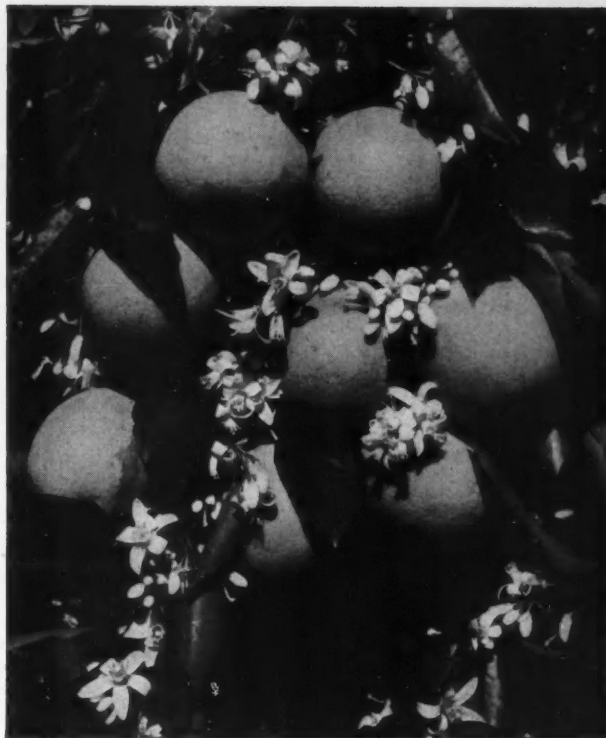
Growers would profit by using parathion on groves that are in poor condition and infested by scale.

Insects must be controlled whether growing fruit for fresh market or for processing. Many growers believe, incorrectly, that when producing fruit for processing in juice and concentrate plants, insect control is not as necessary as when producing for fresh market. Concentrators are now demanding clean fruit with a high solids content and are willing to pay a premium for it. Growers who are neglecting insect control are finding they receive lower prices for fruit. Their groves become weakened and unproductive. Since a large percentage of all fruit produced is now going to processing plants, growers cannot afford to allow groves to get in poor condition. High production of quality fruit is necessary to get a decent return from fruit grown for processing, or for the fresh fruit market.

Insist on Parathion Formulated From American Cyanamid's Thiophos Parathion Technical

When THIOPHOS Parathion was made available for testing against citrus insects, American Cyanamid Company immediately set up an extensive research program on parathion in cooperation with federal, state, county and industry research groups. This program was formulated to study the effectiveness of parathion against citrus insect pests and to study safe, effective methods of applying parathion to citrus.

Many felt that parathion, if properly handled, would give the citrus grower insect control at any time he needed it without causing tree or fruit injury. An insecticide of this type was in great demand and badly needed by the growers of this state. Much time, effort and expense was put into the program, with the research group mentioned above doing most of the research and contributing greatly to the success of the program. Through this effort, parathion was found to be most



effective against certain insect pests of citrus and a safe, effective method of application was devised. Now each year millions of pounds of parathion are used to control citrus insect pests as well as many insect pests of ornamentals, fruit, vegetable and forage crops.

Recommendations for the use of parathion, including dosage requirements, timing of applications and safety precautions to follow in its application, can be found in various experiment station publications, on the manufacturer's label, and in the Parathion Growers' Handbook published by American Cyanamid Company. Growers should remember these recommendations are the result of much carefully planned research. If the best results are to be had with parathion, such recommendations should be followed carefully.

There are a number of good liquid and wettable powder formulations available from insecticide formulators throughout the area. Choose the one that fits into your particular spray program best, and *insist* that it contain American Cyanamid Company's THIOPHOS Parathion Technical.



AMERICAN *Cyanamid* COMPANY

MANUFACTURER OF

Thiophos® PARATHION TECHNICAL

Agricultural Chemicals Division

BREWSTER, FLORIDA

(Continued from page 9)
**FLORIDA CITRUS MUTUAL
 A CITRUS GROWER'S
 ORGANIZATION**

through advertising and promotion and improved quality, we recognize that in determining how the money that is brought back into Florida for citrus fruit and citrus products is to be divided between the growers and the handlers or processors, there is a conflict of interest and, since Mutual is a growers' organization, we must necessarily represent the grower wherever there is such conflict of interest.

Rendered Great Service

We feel that Mutual has rendered a great service to the citrus growers of Florida by keeping them informed as to the economic value of their fruit. At one time Mutual attempted to establish floor prices on the fruit of its members. We found that this did not work successfully, due primarily to the fact that it was not possible to obtain an accurate estimate as to the size of the crop of a given season. Under the law of supply and demand, the price had to fluctuate with any increase or decrease of the supply. A fixed floor price for the season is incompatible with the law of supply and demand in the absence of an accurate estimate of the size of the crop.

When Mutual attempted to fix floor prices and the grower could not obtain floor price, naturally he was tempted to obtain the best price he could for his fruit rather than see it fall on the ground, even if the price obtainable was less than the floor price set by Mutual. The grower naturally resented having someone else tell him what he could and could not do with his own fruit, but with our price guide information we simply let the grower know what his fruit is worth and he can be depended upon to try to get the full value of his fruit. In attempting to fix floor prices we were working against human nature but in using price guide information, we are working with human nature. Every grower naturally wants to get all he can for his fruit and will endeavor to get the fair economic value of his fruit, but he is not willing to see his fruit drop on the ground simply because he cannot get some arbitrary floor price. During the last three seasons Mutual has been very successful in forecasting the average price at which our citrus fruit would sell.

Mutual determines this true economic value by correlating all the factors of demand and supply. When all proper allowances are made for the increase and decrease in the size of the crop, Mutual's forecasts have been accurate within less than two or three cents per box.

Need for Understanding

There is need for a better understanding of the price information furnished by Mutual. Of necessity, Mutual must deal only with averages but this information can be very profitably used if it is understood. Since the law of supply and demand is inflexible, it follows that with a given supply of fruit and a given demand a certain average price must follow. If in the early part of a season a large portion of the fruit sells below the average price, then in the latter part of the season the remaining portion of the fruit must sell considerably above the average price in order for the average price to be realized. On the other hand, if in the early part of the season a large portion of the crop sells for more than the average price, then the remainder must sell for considerably less than the average price to be realized. This means that whenever a large portion of the crop has sold either considerably below or considerably above the average price for the season, the remainder of the crop must sell at very much above or very much below the average price. Therefore, under these circumstances there must be violent fluctuations of price near the end of each citrus season in order for the average prices to be realized. If a grower understands these principles and he sees that a large part of the crop is selling below the average price forecast by Mutual, then he would be wise to wait as late as he can before disposing of his fruit that will carry to the end of the season. On the other hand, if he sees that a large portion of the crop is selling above the average price forecast by Mutual for the season, then he would be wise to sell before the necessary drastic decline sets in near the end of the season.

Unknown Factor

The one great unknown factor in making price forecasts is the size of the crop. I believe that Mutual's statistician and economist has devised a method of determining accurately the factors that enter into the demand for citrus and citrus products but of necessity, he has to depend upon the crop estimates

made by the U. S. Department of Agriculture for information as to the supply. Efforts are now being made to improve these crop estimates. Mutual is serving as a coordinating agency in trying to provide funds for a tree census. The Citrus Commission has pledged \$37,500. for the tree census and it appears that the state plant board will contribute approximately \$100,000 in services and use of facilities in making the tree census. We hope that the U.S. Department of Agriculture will contribute the remaining funds required for the tree census. An up-to-date tree census should make it possible to secure more dependable and accurate crop estimates.

I have covered only a few of the principal functions of Mutual. To my way of thinking, Mutual provides the citrus growers, with an organization in which they can do cooperatively what they could never do individually. I believe that any problem that arises affecting the citrus growers of this state can be better solved by reason of having Mutual as an organization representing the growers.

In unity there is strength, and I believe that the citrus growers of Florida will profit greatly by continuing to stand together in Mutual.

Temperatures in the caves at Florida Caverns, near Marianna, Florida, remains about 63 degrees, year 'round, winter or summer.

A nature made tunnel, 40 feet long, five feet high, goes through a hill at Florida Caverns State Park, Marianna, Florida.

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PRESENT STATUS OF PROCESSING ACID FRUITS IN FLORIDA

(Continued from Page 5)

Lemonade concentrate. At the same time, it is entirely probable that the popularity of the lime product will increase considerably. The main present reason for the tenfold difference in production and sale of the two products is that a great deal of promotion, advertising and salesmanship has been successfully expended in presenting the lemonade product to the public whereas hardly any effort along the same lines has been spent on the lime counterpart. Another valid reason why volume of limeade production will probably never approximate the sales and distribution volume of the lemon product is that already more concentrated lemonade is produced and sold than could possibly be made even were all of the Florida lime crop processed into the lime product.

Gains in Florida

A movement that seems to be gaining considerable impetus in Florida is production of lemonade concentrate in the state. In order to understand the factors involved in such a potential development, let us take a look at the facts. In California there are three varieties of lemons which predominate in production. The first, and by far the most outstanding, is the Eureka. Production of this lemon constitutes some 88 per cent (2) of the California crop. The Eureka lemon is a high quality lemon, it produces well, is essentially thornless, and it matures in California in the late spring and summer, at which time maximum demand exists for lemon and lemon processed products. The Eureka is somewhat susceptible to freeze damage and in areas where freeze threatens, the Lisbon lemon is grown. Some 8 per cent of California production is devoted to this variety. Lisbon is a smooth fruit and a heavy producer, but it is somewhat thorny. The peak production is in February with a second peak in May. The February peak is somewhat against this fruit because there is very little demand for lemons at this time of year. The third variety grown in California at the rate of about 2 per cent of the total is the Villa Franca. The Villa Franca is sometimes recognized as a Eureka lemon, or a Eureka type lemon. It is somewhat thorny except the older trees which tend to become thornless as they grow older; it bears practically all

of its fruit at one time, and, as a matter of fact, was introduced into this country in Florida in Sanford about 1875 and made its appearance in California sometime later. (3). Another variety of lemon that enjoys a small degree of acceptance is the Meyer. This tree is thornless but the fruit is a poor shipper and has a low acid content. It is probably a hybrid, (lemonange) (3). While there are a great number of varieties of lemons grown in Florida, many have lost their identity because of the difficulty in tracing their parentage and they can simply

be classified as one type or the other. The difference in growing fruit in Florida and in California is not as great as it was thought some little time ago. The climate of Florida is well adapted to lemon production. Diseases might be more threatening in this state because of the warmer and more humid climate, but there is essentially no reason why Florida cannot grow a good lemon—particularly for processing purposes.

Some Requirements

The requirements for a lemon which lends itself well to process-



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ing into concentrated lemonade are few. Some of the more desirable characteristics are heavy yielding fruit with copious juice content, and a thornless tree is very desirable from the picking standpoint. It is desirable to have a tree which produces most or all of its fruit at one time, the fruit must be high in acid, must have a good characteristic lemon color, flavor and fragrance, and the oil must be one which has a typical lemon odor and flavor. It would, of course, be desirable to grow varieties which were essentially disease free, or at least disease resistant. It is believed that lemons for processing can be grown in Florida much more economically than in California. There is quite an acreage at the present time that is being topworked to lemons and there is no reason to believe that topworking of older trees, particularly grapefruit to lemons, will not be successful. It has been shown by workers in California that a lemon increases in juice yield by some 30 per cent and also increases in its acid content if it is stored for from thirty to ninety days at temperatures for from 56 to 60 degrees and a relative humidity of 86 to 88 per cent (2). This practice is quite popular in California industry and is called "curing". It is thought that curing of lemons increases their sales appeal and general usefulness. This practice would be somewhat impractical in Florida because of the temperature and humidity conditions which would be conducive to mold and decay.

Simple Process

The processing of lemons into lemonade concentrate is a relatively simple process. Lemons are trucked into the plant, and after thorough washing, are juiced in conventional juicing equipment. The juice is finished to a desirable pulp content and sugar is added to a concentration of 54 to 56 degrees Brix. The product is tested and should conform to a Brix-acid ratio of from 13 to 19 to 1. Normally, good processing lemons should contain from 5 to 6.5 per cent citric acid. If the acidity of the lemon juice is lower, it is sometimes necessary to add a small amount of concentrated lemon juice in order to bring the Brix-acid ratio to within the desired range. Sometimes, a small amount of lemon oil is added to the product to enhance flavor. The product is then canned and quick frozen, cased and distributed. In

order for the consumer to reconstitute this product, all that is necessary is to defrost and add sufficient water to make a quart of lemonade. Any one of the lemons mentioned before—Eureka, Lisbon and Villa Franca—make a very fine concentrated lemonade. The Meyer lemon, however, can be used in small amounts blended with other lemon varieties to make a very fine, full flavored product.

The Case of Limes

To get back to limes, which is essentially a Florida enterprise, as mentioned before, very little promotion and advertising has been devoted to popularizing this product. In spite of this, the product has been received by consumers with a great deal of enthusiasm and its sales volume could very readily be increased by a little promotional push. Processing of limes to make frozen concentrated limeade is very similar to that described for lemons. Limes are washed in the plant, juiced, and sugar is added to bring the final concentration up to about 50 degrees Brix. Taste panels have demonstrated that consumers prefer a limeade slightly lighter in mouth feel than the lemonade. In other words, whereas a lemonade concentrate will reconstitute to about 13 Brix, limeade concentrate should reconstitute to about 11.5 Brix for optimum reception. The Brix-acid ratio should be from 14 to 17 to 1. It is adjusted also by the use of a small amount of concentrated lime juice, if necessary. Oil is sometimes added to enhance flavor, but very few processors find it necessary because usually sufficient oil is present in the expressed juice. Whereas there are several varieties of lemons equally acceptable for use in production of concentrated lemonade, only a very few lime varieties lend themselves well to making a concentrated limeade. In our opinion, by far the best limeade product is made from the Persian or Tahiti lime. Other varieties have been tried of the Mexican type including the Key and the West Indian limes. There has been some production of limeade from limes imported from Mexico and some small amount of limeade has been produced in California from a similar variety. The primary disadvantage of the use of limes other than Persian is in the fact that the Mexican type limes particularly impart to the product a bitter flavor, which is undesirable and which

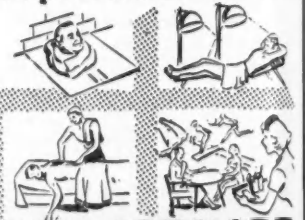
is disliked by consumers. The degree of bitterness in such limes is undoubtedly dependent on such factors as soil, rootstock and climate, as well as state of maturity and juicing techniques.

Other Products

Other processed lemon and lime products are: frozen concentrated lemon juice, frozen single-strength lemon juice, frozen lemon puree (and frozen lime puree)—both of which are composed of ground up whole fruit and are intended for sherbet manufacture, frozen lemon lime juice and frozen concentrated lime juice. Statistics are not available which indicate the quantities of such products, but their combined volume is small compared to the frozen concentrated ades.

Lemons and limes yield valuable by-products. The cold-pressed oils of the fruits as well as their folded oils enjoy a high market price, although as more of the oils become available, their value will undoubtedly decline due to over production. Lemon oil is easily recovered in conventional citrus oil equipment in yields of approximately 5 to 6 pounds of oil per ton of fruit, but

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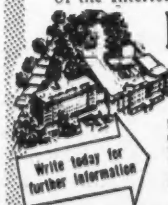
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current value is \$6 to \$6.50 per pound.

Lime oil is not as readily recovered because of the tendency for the spongy lime albedo to absorb the oil in the pressing operation. The yield of this oil is considerably less. Its current value is about \$8 per pound. Distilled lime oil, more readily recovered, is valued at \$5 to \$6.

The exhausted peel and pulp of both fruits can be processed into a satisfactory cattle feed, very similar to that from oranges and grapefruit.

In summing up the status of acid fruit processing in Florida, there are two points which should be emphasized: (1) With proper promotion and advertising and with a guarantee of a good supply of Persian limes, there is an opportunity for a substantial increase in the processing of this fruit into frozen concentrated limeade. (2) Lemon processing and lemonade manufacture can very readily be done in Florida much more economically than in California and I predict that in the future there will be a substantial amount of lemonade produced from lemons grown in this state.

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SNAILS AND CITRUS FRUIT

Editor Alexander Nunn of The Progressive Farmer tells about orchard techniques of Mr. and Mrs. Bun Pipkin, Polk County, in his column in a late issue of the magazine.

He says, "Last March we saw how Mr. and Mrs. Bun Pipkin were successfully using snail to keep their citrus fruit clean. When snails were used, no spraying was needed.

"A few weeks ago there came a fine basket of fruit from them, even cleaner than the oranges we enjoyed from their grove in 1953. We were inclined to think they tasted even better.

"Biological control of citrus pests, everybody seems to agree, won't work under all conditions, but it

New Lime "Superconcentrate" Developed By USDA Laboratory

A new 35-fold unsweetened lime-juice "superconcentrate" has been developed by chemists of the U. S. Department of Agriculture's Citrus Products Station at Winter Haven, Fla. The Station had previously developed a sweetened 8-fold limeade concentrate and an unsweetened 16-fold lime-juice concentrate.

The outstanding advantage offered by these products is the saving in space and transportation costs, without flavor loss. The concentrated products are prepared entirely from fresh fruit, except that sugar is added as needed. Excellent product control during processing is possible in that the oil content, soluble solids-acid ratio, and concentration can be held as desired, making uniform products possible.

The low space requirements of the superconcentrates as compared to those of the usual sweetened single-strength lime juice should be of particular interest to the armed forces and hospitals and institutions

certainly looks good for moist, cool grove sites."

The Progressive Farmer is a Southern farm magazine.

with limited frozen storage facilities.

Equipment for producing these concentrated lime juice products is on hand in orange concentrate plants. During the past year 60 million gallons of frozen orange juice were processed. Fresh limes are available in Florida in largest quantities in the late summer and fall when orange processing equipment is normally idle. Production of limeade concentrates would tend to extend the processing season, increase utilization of equipment, and provide employment at a slack time.

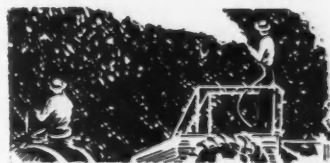
The unsweetened 35-fold lime superconcentrate is prepared by concentrating about 12 volumes of fresh juice to 2 volumes, adding 1 volume of lime puree, and freezing. Limeade is prepared by adding about 4 pounds of sugar to 1 pint of concentrate and diluting to 4% gallons.

The sweetened 8-fold limeade concentrate is prepared by concentrating about 7.5 volumes of lime juice to 3 volumes, adding 1 volume of puree, sweetening to about 68 per cent soluble solids, and freezing. Preparation of the limeade is very simple—7 volumes of water to 1 volume of concentrate.

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Reports Of Our Field Men . . .

HIGHLANDS AND POLK

J. K. Enzor, Jr. & R. E. Lassiter, Jr.
The middle of June finds some spots in this area a little dry. However, with the threat of a shower almost every afternoon we should not have any moisture problems.

Most growers have started their summer scale sprays or are planning to get started in the very near future. In locations where it is dry the oil spray should be delayed until there is plenty of moisture in the ground. The scalecide spray should be a very thorough spray whether oil or parathion is used. Purple scale has made a very rapid increase in the past few weeks and is very definite problem in many groves. Growers should be cautioned to check closely for rust mite two weeks or so behind the scalecide spray.

It still appears that seeded grapefruit is light, however, this cannot be definitely determined for a couple of months.

NORTH CENTRAL FLORIDA

V. E. Bourland

We have been having hot weather with occasional showers, some groves are still suffering from last year's water damage, and dry weather now. Groves as a whole are looking very good, and I think the fruit crop will be about normal or plentiful at picking time. Growers have about finished their summer application of fertilizer, but are busy keeping insects under control.

Melon growers have been very busy handling their melons, the market has been poor, but most growers feel they will make expenses, while others with later melons say they will be very happy when they do.

Cattle men are happy to see their pastures green and their cattle looking so much better.

SOUTHWEST FLORIDA

Eaves Allison

Summer vacation period is beginning at this time, June 17th, but the work of preparing new land goes on. All along the line from Immokalee to Ruskin, bulldozers are coughing and grunting and the black smoke of fat pine fires curls skyward. That is, it curls skyward when the rain lets it! We haven't lacked for plenty of rain anytime in this area. No citrus irrigation has been necessary for almost a year.

Groves are looking well and the last Valencias are moving slowly at a good price. The new crop is sizing up well and the volume is satisfactory.

Vegetable growers have had a rugged year, and indications are that maybe a good many of the brotherhood won't be in the swim this coming season.

NORTH HILLSBOROUGH AND PINELLAS COUNTIES

J. A. Hoffman

The summer application of fertilizer has now been completed, groves disced, and in some cases a summer cover crop sowed. Summer oil sprays started about the 15th and should be completed by August 1st. Oil sprays have been delayed in some parts of this section, due to dry weather and it has been necessary to apply sulphur to control rust mites. A close lookout should be kept for rust mites.

Soon summer rains will become more general and groves will be laid by till early fall.

Growers have received profitable returns this season from Lyonizing their groves with Lyon's Fertilizers and are now looking forward to a few days of rest and vacation.

WEST CENTRAL FLORIDA

J. E. Mickler

Grove owners are now engaged in a war with insects, scale, etc., that will continue throughout the summer. Rust mites have gained in number and checks on groves should be made at once to prevent discolored fruit and possible damage to the trees. Oil sprays are now going on where needed. Scale trouble has been less this year in some groves, while others have had a buildup. Controls should be used where needed. Fruit is sizing nicely and trees are in good condition. Rains have been frequent

and moisture levels are high at present.

Melons are winding up a poor season for most growers price-wise. A very few got melons off early to hit some good prices and thus was able to show a profit for the year. Most growers suffered from poor markets and unseasonable weather in the North.

SOUTH POLK, HIGHLANDS, HARDEE AND DeSOTO COUNTIES

C. R. Wingfield

The rains we are having are beginning to look as if we are in for another wet summer. The lakes and rivers have risen and the ponds in the woods are beginning to fill up. There has been no damage so far, however, some citrus trees damaged last year are still showing effects of the loss of root system.

Generally speaking the groves are looking extremely well where summer applications have been applied. The fruit is well sized and from all appearance there will be good crops of early and mid-season fruit. The crop of Valencia oranges might be a little light on older trees but perhaps the younger plantings coming into production will bring the figures up to normal.

EAST HILLSBOROUGH AND PASCO COUNTIES

E. A. McCartney

By the time this is published the Valencia orange crop will be shipped. A few growers hope to get better prices for late Marsh Seedless Grapefruit and we hope they do.

We have had plenty of rain throughout this section. Groves and pastures look good. The summer application of fertilizer is about over. A lot of my customers are getting ready to go fishing and I expect to do some of the same.

Prices at the end of the season are good for Valencia oranges, but grapefruit is still a problem. Some of the growers are bulldozing their grapefruit trees up and resetting oranges and others are top working the trees.

Oil spray is the main activity at this time.

ADVERTISEMENT — LYONS FERTILIZER COMPANY



Uncle Bill Says:

'Long about this season of the year we find ourself gittin' sort of restless and it seems we've jist got to take a vacation . . . and "git away from it all" . . . which ain't a bad idea at all.

Most any business man takes a little time off in the summer to rest and relax a bit . . . 'n we don't know of any class of folks who is better deservin' of bein' called business men than us citrus growers . . . the only thing is to decide on jist what sort of a vacation we'll take.

Some of our friends is in the habit of goin' to the mountains in the summer to lap up a lot of cool air . . . others go to the beach and git a load of pure Florida sunshine, while some even go to Europe, Mexico or Cuba . . . but fer our money we're goin' to follow a long time practice of ours and take two or three weeks off and jist be lazy as we know and fish when we feel like it . . . puttin' aside every worry we imagine we've got . . . 'n we'll bet we'll feel better after this little vacation is over than the feller who travelled five or ten thousand miles.

That's one thing nice about our business there's a brief period of time when we kin usually let our groves take care of 'emselves before we have to start lookin' fer bugs and pests and keepin' an eye on the condition of our trees 'n crops.

As a matter of fact we don't know of any other business we'd trade fer. We've got our full measure of troubles and cares, but in the final analysis we ain't doin' half bad raisin' citrus . . . and besides we're too durned old to change now if'n we wanted to.

Seems like they's jest only one thing fer us to do to keep things goin' the way we'd like to have 'em and that is to raise the very best fruit it's possible to produce . . . 'n that ain't much of a problem fer us since we use Lyons Fertilizers that Produce Maximum Crops of Finest Quality.

Florida Citrus Mutual Holds Annual Meeting

N. F. LAVIGNE

Almost a thousand grower members of Florida Citrus Mutual took time out the afternoon of June 15 to attend their organization's sixth annual meeting at the Orlando Municipal Auditorium, where they heard reports on Mutual's past and future activities and a speech by U. S. Senator George Smathers, topped off with 30 minutes of top-notch musical entertainment by Tom Moore and his troupe.

The attendance was considered good, in view of a heavy rain which started falling about two hours before the meeting was due to begin at 2 o'clock. This probably kept several hundred persons from Orlando and nearby from attending. Those from the rest of the citrus producing part of Florida were already on their way when the rain came. Every part of the state was represented.

The big auditorium was gaily decorated, including generous use of its point-of-sale display material by the Florida Citrus Commission. Mutual had many of the dispensers on exhibition which it is financing and also served a newly developed carbonated grapefruit drink which was approved by most of those who tried it.

Under the efficient gavel of President Perry Murray the official business part of the meeting was over in 20 minutes. This included reading the official notice of the meeting, minutes of last year's meeting, formal seating of the newly-elected 21 directors and approval of an amendment to the by-laws permitting a president and vice president to serve four consecutive one-year terms instead of two terms.

Approval of this latter amendment made it possible for the directors to reelect Mr. Murray for his third consecutive term as president. Other officers chosen were: vice president: Alfred McKeithan, Brooksville; A. B. Michael, Wabasso; A. B. McMullen, Tampa, and James C. Morton, Auburndale.

Vernon L. Conner, Mount Dora, was reelected secretary and Judge Clyde Maddox, Wauchula, was renamed treasurer. The Executive Committee, made up of one director from each district, will be composed as follows: Leo H. Wilson, Bradenton; J. D. Wright, Jr., Sanford; C. F. Fawsett, Jr., Orlando; McKeithan, Michael Judge Maddox and Mr. Murray.

President Murray, in his report to the membership, said he considered Mutual's work in telling members the economic value of their crops a valuable activity and one which was highly profitable to growers who make proper use of this information.

General Manager Robert W. Rutledge forecast a favorable 1954-55 season, based on economic factors of supply and demand as they exist at the present time.

Mr. Rutledge said the production of 20 million gallons more frozen orange concentrate this season than last was nothing to cause concern, that the public was consuming this miracle product at such a terrific pace that there would be only seven million more gallons available during the last six months of the year than during the same period in 1953.

He said the public would drink this additional volume without difficulty and said the stocks on hand on Dec. 1 this year would probably be no larger than on the same date a year ago, when they were admittedly too small for comfort.

On the demand side of the picture, Mr. Rutledge saw an ever-increasing population requiring more and more

citrus, and this demand intensified by effective advertising and promotion.

The coming crop of Florida citrus probably will be no larger than the one harvested during the 1953-54 season, Mr. Rutledge forecast. If anything, it might be a little smaller. California Valencias are in short sup-

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PERSIAN LIME TREES — Ready for delivery — Other popular varieties all on rough lemon root, for delivery now or January, 1955.

ADAMS CITRUS NURSERY
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WANTED: BOX MAKING MACHINE; either Parker or Morgan for making standard boxes. State make, model, condition and price.
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CITRUS PACKING HOUSE For Sale, complete, 500-box capacity. 5 years old, cost \$6600.00. Will sacrifice for \$2,500.00.

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All year round resort situated on 12 acres of Ocean Front Property located halfway between Miami and Key West—just 1½ hours' drive from Miami. Spacious and beautifully furnished de luxe guest rooms and efficiency apartments. Really fine food at moderate prices. Private sand beach and tiled swimming pool . . . landlocked yacht harbor available . . . wonderful fishing—guides available. Truly an island paradise!

Write or wire for reservations, or for illustrated brochure.

ISLAMORADA, Florida

ly, he pointed out, and as a result very little frozen concentrate will be produced in that state this summer. Texas will have a larger crop than last season, he said.

Senator Smathers described Mutual as a "great and unusual organization," great because of the effective way it has operated to help its members and the industry and unusual because there is no other organization exactly like it anywhere.

The Senator said he was confident the Federal Trade Commission eventually would rule in favor of Mutual and abandon its charge that Mutual is operating in violation of the anti-trust laws. Smathers said the entire Florida delegation in Congress was ready to assist in any way it could in the case.

"How much different you Florida citrus growers are operating," the Senator said, "than many other agricultural groups which come to Washington with hat in hand asking for government help. You are trying to help yourselves and should be commended, not discouraged, for your efforts."

Tom Moore presented a 30-minute musical show which was a reproduction of the programs he will put on five days weekly over a nationwide network under contract with the Florida Citrus Commission to advertise Florida citrus. The program drew applause as the noted radio performer put his troupe of musicians and singers through a rhythmic and harmonious performance.

More than \$1,500 worth of prizes, contributed by Moore, also were awarded as door prizes.

Notes Of The Trade

KETTLE APPOINTED STAUFFER CONTROLLER

James W. Kettle, former assistant director of the U. S. Steel Corporation's cost and statistics division, has been appointed Controller of the Stauffer Chemical Company, its subsidiaries



and associated companies. Hans Stauffer, president, announces that

Mr. Kettle, whose office will be with Stauffer New York headquarters, will report to the president and to the board of directors.

CITRUS INSECT CONTROL

FOR JULY, 1954 . . .

(Continued from page 3)

past four weeks or longer. Mites are likely to be found on tree tops when few or none are found on fruit or foliage four or five feet from the ground. Do not depend upon a reduction of mite infestations after summer rains have started, especially where control measures have been taken earlier in the year. Lime-sulfur $\frac{3}{4}$ gallons (4 gallons for 500 gallon tank) plus wettable sulfur 6 to 10 pounds per 100 gallons is the most effective combination for rust mite control. Lime-sulfur should not be applied on early varieties of oranges or on tangerines after the first of July. Wettable sulfur 10 to the 100, or sulfur dust may be used on the early varieties or where it is not desirable to use lime-sulfur.

For more detailed information refer to the 1954 "Better Fruit Program" or consult the Citrus Experiment Station at Lake Alfred or Fort Pierce.



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18"-24" Sizes and Larger
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(80/82% Magnesium Sulphate)

Many years a favorite source of soluble magnesia for Florida soils. Used extensively in fertilizer mixtures for citrus crops and vegetables. Especially useful and economical for direct application where only magnesia is required.

Florida growers now consider magnesium a primary plant food in the same category with nitrogen, phosphorus and potash.

The recommendations of the Florida Citrus Experiment Station at Lake Alfred, published in January 1954, stress the need for large application of magnesium for Citrus in soluble form and state that it is usually applied as a Sulphate.

Ask your fertilizer manufacturer for EMJEO, long a dependable source of this key plant food.

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Price, of course, is a factor in the sale of Food and Fruit just as it is in the sale of furniture and automobiles . . . the best prices can be secured for the best products, which accounts for the constant insistence on the part of the buyers that Quality alone can command premium prices.

The production of citrus fruit in Florida has been on the upgrade for several years, but the increase in the prospective market has been increasing at the same time, which normally represents fair earnings for Florida growers.

This is particularly true with those growers whose products present a premium of Quality in the market, and accounts for the constant increase in the sale of Lyons Fertilizers, since

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